ABSTRACT OF THE DISCLOSURE

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An assessment system for assessing a company comprises a geographical location stage operative to derive geographical data representative of the geographical location of one or more shareholders of the company and its advisors, and an analysis stage operative to analyse the geographical data to provide an indication of

10   the investment potential of shares of the company. The analysis stage typically generated a visual representation of the location of shareholders, and in particular, geographical concentrations of shareholders in the locality of offices of the company. Locations of employee or director shareholders are given special emphasis in the display. A recommendation to invest in a company may be given

15   where the number of shareholders (particularly employee or director shareholders) in a location close to offices of the company exceeds a threshold value.